## BTEC Assignment Brief

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| **Qualification** | Pearson BTEC International Level 3 Extended Diploma in Business and Hospitality |
| **Unit number and title** | **Unit 28: Marketing for Hospitality** |
| **Learning aim** | **B:** Investigate opportunities for a new product or service for a hospitality business |
| **Assignment title** | **A new product or service for the hospitality industry** |
| **Assessor** | |
| **Issue date** | |
| **Hand in deadline** | |

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| **Vocational Scenario or Context** | You are continuing your working as a trainee in a marketing department of a hospitality business. Your manager was pleased with the work you produced on the benefits and constraints of marketing and has asked you to write a report on the current opportunities for a new product or service. |
| **Task 1** | Firstly, you will need to carry out **independent primary and secondary market research** into prospective opportunities for a new product or service to be used in the hospitality industry.<br>Using your research data, write a report that evaluates the opportunities for **one** new product or service.<br>Your report must include:<br>• Selection of a new product or service to introduce<br>• The customers, current trends and competitor activities and market environment in relation to this product or service.<br><br>Your report must be based on appropriate data that is valid, reliable and current, and it must use appropriate marketing models and tools i.e.<br>• PESTLE (Political, Economic, Social, Technological, Legal, Environmental) analysis<br>• SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis<br>• Competitor analysis<br>• Market mapping<br>• Product life cycle<br>Your report will be logically and coherently structured, use appropriate business and marketing terminology accurately and be clearly and fluently expressed so it can be understood by your manager. |

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| | All conclusions will be fully justified and supported by good use of independent research evidence. |
| **Checklist of evidence required** | A report<br>A research log |

| **Criteria covered by this task:** | |
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| Unit/Criteria reference | To achieve the criteria you must show that you are able to: |
| **B.D2** | Evaluate the opportunities for a new product or service in the hospitality industry. |
| **B.M2** | Analyse the opportunities for a new product or service in the hospitality industry. |
| **B.P4** | Investigate the marketing models and tools used in the hospitality industry. |
| **B.P3** | Explore the opportunities for a new product or service in the hospitality industry. |

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| **Sources of information to support you with this Assignment** | BOWIE D, BUTTLE, F, BROOKES M AND MARIUSSEN A. (2016) Hospitality Marketing, 3rd edition, Routledge.<br>BRASSINGTON, F. and PETTITT, S. (2012) Essentials of Marketing. 3rd Ed. Harlow: Pearson.<br>GROUCUTT, J. and HOPKINS, C. (2015) Marketing (Business Briefings). London: Palgrave Macmillan.<br>JOBBER, D. and CHADWICK, F. (2012) Principles and Practice of Marketing. 7th Ed. Maidenhead: McGraw-Hill.<br>KOTLER, P, BOWEN, J, MAKENS J AND BALOGLU S (2016) Marketing for Hospitality and Tourism, Global Edition, 7th edition, Pearson |
| **Other assessment materials attached to this Assignment Brief** | *none* |